AMA WINTER EDUCATORS' CONFERENCE

SPECIAL SESSION: "COVID-19 AND THE 'NEXT NORMAL' IN SERVICE, RETAIL AND ENTERTAINMENT"

PRACTICE + ACADEMICS

FRIDAY, FEBRUARY 19TH AT 3:00 PM



Jamie Medeiros, VP of National Marketing, Planet Fitness

Jamie Medeiros currently serves as VP of National Marketing, overseeing brand strategy, sponsorships, creative, and channel content. Jamie started her career with Planet Fitness in 2000 as an in-club Team Member in Concord, NH. She then transitioned to Planet Fitness Corporate Headquarters as the sole member of the marketing department when the company began franchising in 2003. Throughout the years, Jamie has continued to take on roles with increasing marketing responsibility. She has worked to evolve the brand strategy and lead negotiations on sponsorships, such as Times Square New Year's Eve and the Biggest Loser. She has also played a key role in creative, overseeing the development of many of the brand's iconic commercials.



Jay Wilson, Red Mountain Entertainment

Jay Wilson is a partner at Birmingham, Alabama based Red Mountain Entertainment, a concert promotion company with a joint-venture deal with Live Nation. Mr. Wilson has over 30 years experience in the live music business including, most recently at RME with focus on booking concerts, marketing, strategy and business development. Previously, Mr. Wilson lived in the Bay Area where he was co-manager of multi-platinum, international music artist Train as well as blues legend Taj Mahal and Manchester Orchestra. He currently lives in Homewood, Alabama with his wife and two daughters and at the beginning of Covid-19 in March 2020, launched a burgeoning handmade cheesecake business, Jay's Cheesecakes, whose profits are distributed to out-of-work concert staff in the Southeast who are negatively effected by Covid-19.



Anders Gustafsson, BI-The Norwegian Business School

Dr. Gustafsson conducts research on customer satisfaction and loyalty, management of customer relationships, and consumer behavior. He is the current editor in chief of *Journal of Business Research* and an area editor of *Journal of Service Research*. He is the first international president for AMA's Academic Council and a recipient o the Christopher Lovelock Career Contributions to the Services Discipline Award. Recently, he joined the board of The Sheth Foundation.

AMERICAN MARKETING ASSOCIATION